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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/665,396	09/22/2003	Keisuke Kataoka	116692004400	4411

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EXAMINER

DWIVEDI, MAHESH H

ART UNIT	PAPER NUMBER
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2168

MAIL DATE	DELIVERY MODE
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09/06/2007

PAPER

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Office Action Summary

Application No.

10/665,396

Applicant(s)

KATAOKA ET AL.

Examiner

Mahesh H. Dwivedi

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-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 10 August 2007.
- 2a) ☒ This action is **FINAL**. 2b) ☐ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1-11 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☒ Claim(s) 1-11 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☒ The drawing(s) filed on 22 November 2003 is/are: a) ☒ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☒ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☒ Some * c) ☐ None of:
- 1) ☒ Certified copies of the priority documents have been received.
 - 2) ☐ Certified copies of the priority documents have been received in Application No. _____.
 - 3) ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- 1) ☒ Notice of References Cited (PTO-892)
- 2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 3) ☒ Information Disclosure Statement(s) (PTO/SB/08)
Paper No(s)/Mail Date 7/12/2007.
- 4) ☐ Interview Summary (PTO-413)
Paper No(s)/Mail Date. _____.
- 5) ☐ Notice of Informal Patent Application
- 6) ☐ Other: _____.

DETAILED ACTION

Remarks

1. Receipt of Applicant's Amendment, filed on 08/10/07, is acknowledged. The amendment includes the amending of claims 1, 4, and 8-11

Information Disclosure Statement

2. The information disclosure statements (IDS) submitted on 07/12/2007 has been received, entered into the record, and considered. The submission is in compliance with the provisions of 37 CFR 1.97. Accordingly, the information disclosure statement is being considered by the examiner.

Claim Rejections - 35 USC § 101

3. The rejections raised in the office action mailed on 05/09/2007 have been overcome by applicants amendments received on 08/10/2007

Claim Rejections - 35 USC § 102

4. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(b) the invention was patented or described in a printed publication in this or a foreign country or in public use or on sale in this country, more than one year prior to the date of application for patent in the United States.

5. Claims 1-11 are rejected under 35 U.S.C. 102(b) as being anticipated by **Bezos et al.** (European Patent Application EP 0 927 945, published on 07 July 1999).
6. Regarding claim 1, **Bezos** teaches a system comprising:
 - A) an address data storing unit which stores destination address data of candidates for a recipient of merchandise (Paragraph 28, Figure 10);
 - B) wherein the destination address data is categorized based on orderer's groups to which each of a plurality of orderers for merchandise belongs, and identification data unique to each of the plurality of orderers (Paragraphs 15, 17, and 28, Figures 9A-9B, 10);
 - C) an identification data receiving unit which receives the identification data of the orderers from at least one orderer's terminal (Paragraphs 15, 17, 28-30, Figures 9A-9B, 10);

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- D) an address data extracting unit which extracts the destination address data from said address data storing unit (Paragraphs 28-30, Figures 9A-9B, 10); and
- E) an address data output processing unit which outputs the destination address data extracted by said address data extracting unit to respective one of said orderer's terminal (Paragraphs 17, 27-30, 35, and 40 Figures 9A-9B, 10, and 19);
- F) wherein said identification data receiving unit comprises a first specification processing unit which specifies an orderer's group to which an orderer who has input a order for merchandise belongs, based on a characteristic parameter of said orderer's terminal (Paragraphs 15, 17, and 28, Figures 9A-9B, 10); and
- G) said address data extracting unit comprises a second specification processing unit which specifies destination address data to be extracted based on the identification data received by said identification data receiving unit and the orderer's group specified by said first specification processing unit (Paragraphs 15, 17, and 28, Figures 9A-9B, 10).

The examiner notes that **Bezos** teaches **"an address data storing unit which stores destination address data of candidates for a recipient of merchandise"** as "To effect the giving of the item to multiple recipients who are associated with the group name, the user inputs a name of the group that identifies the recipients into the group name subsection 902b" (Paragraph 28, lines 9-13), "Figure 10 illustrates a grid for creation of a group and the entry of identifying information for recipients with the group (i.e. members)...the user may enter only the email address for some users, while entering the name, email address, and delivery address of other recipients" (Paragraph 28, lines 15-26), and "Alternatively, a single address book for a user containing the information for all possible recipients can be maintained. The user specifies a group by indicating some of the recipients whose addresses are in the address book. The use of address books facilitates, the maintaining of multiple groups that have one or more recipients in common" (Paragraph 28, lines 35-41). The examiner further notes that **Bezos** teaches **"wherein the destination address data is categorized based on orderer's groups to which each of a plurality of orderers for merchandise belongs, and identification data unique to each of the plurality of orderers"** as "To enable single-action ordering, a server system needs to have information about the

customer that is equivalent to the purchaser-specific order information. The server system can obtain this information in various ways. First, the server system could ask the customer if they would like to have single-action ordering enabled. If so, then the server system could prompt the customer using a Web page for the purchaser-specific order information. Second, the server system could also save the purchaser-specific order information collected when an order is placed conventionally. The server system could, either automatically or with the customer's assent, enable single-action ordering. In step 301, the server system retrieves the client identifier that was sent by the client system. In step 302, the server system updates the client identifier/customer table to indicate that the generated client identifier has been associated with that customer. In step 303, the server system sets a flag indicating that single-action ordering is enabled for that client identifier and that customer combination. That flag may be stored in the client identifier/customer table. In step 304, the server system supplies a confirming Web page to the client system. The next time a purchaser attempts to order an item, the client system will supply its client identifier to the server system. If single-action ordering is enabled for that purchaser, the server system will assume that the purchaser is the customer associated with that client identifier in the client identifier/customer table" (Paragraph 17), and "Alternatively, a single address book for a user containing the information for all possible recipients can be maintained. The user specifies a group by indicating some of the recipients whose addresses are in the address book. The use of address books facilitates, the maintaining of multiple groups that have one or more recipients in common" (Paragraph 28, lines 35-41). The examiner further notes that **Bezos teaches "an identification data receiving unit which receives the identification data of the orderers from at least one orderer's terminal"** as "To enable single-action ordering, a server system needs to have information about the customer that is equivalent to the purchaser-specific order information. The server system can obtain this information in various ways. First, the server system could ask the customer if they would like to have single-action ordering enabled. If so, then the server system could prompt the customer using a Web page for the purchaser-specific order information. Second, the server system could also save the purchaser-specific

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order information collected when an order is placed conventionally. The server system could, either automatically or with the customer's assent, enable single-action ordering. In step 301, the server system retrieves the client identifier that was sent by the client system. In step 302, the server system updates the client identifier/customer table to indicate that the generated client identifier has been associated with that customer. In step 303, the server system sets a flag indicating that single-action ordering is enabled for that client identifier and that customer combination. That flag may be stored in the client identifier/customer table. In step 304, the server system supplies a confirming Web page to the client system. The next time a purchaser attempts to order an item, the client system will supply its client identifier to the server system. If single-action ordering is enabled for that purchaser, the server system will assume that the purchaser is the customer associated with that client identifier in the client identifier/customer table" (Paragraph 17). The examiner further notes that **Bezos** teaches "**an address data extracting unit which extracts the destination address data from said address data storing unit**" as "When the system is requested to give an item to each recipient associated with a group, the system uses the information stored for each recipient to identify information need to effect the delivery of the gift" (Paragraph 28, lines 26-30). The examiner further notes that **Bezos** teaches "**an address data output processing unit which outputs the destination address data extracted by said address data extracting unit to respective one of said orderer's terminal**" as "To enable single-action ordering, a server system needs to have information about the customer that is equivalent to the purchaser-specific order information. The server system can obtain this information in various ways. First, the server system could ask the customer if they would like to have single-action ordering enabled. If so, then the server system could prompt the customer using a Web page for the purchaser-specific order information. Second, the server system could also save the purchaser-specific order information collected when an order is placed conventionally. The server system could, either automatically or with the customer's assent, enable single-action ordering. In step 301, the server system retrieves the client identifier that was sent by the client system. In step 302, the server system updates the client identifier/customer table to indicate that

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the generated client identifier has been associated with that customer. In step 303, the server system sets a flag indicating that single-action ordering is enabled for that client identifier and that customer combination. That flag may be stored in the client identifier/customer table. In step 304, the server system supplies a confirming Web page to the client system. The next time a purchaser attempts to order an item, the client system will supply its client identifier to the server system. If single-action ordering is enabled for that purchaser, the server system will assume that the purchaser is the customer associated with that client identifier in the client identifier/customer table" (Paragraph 17), "The system bills the item to the user based on information for that user for single action ordering and ships the item to the recipient at the delivery address" (Paragraph 27 lines 58, 1-4), "Alternatively, a single address book for a user containing the information for all possible recipients can be maintained. The user specifies a group by indicating some of the recipients whose addresses are in the address book. The use of address books facilitates, the maintaining of multiple groups that have one or more recipients in common" (Paragraph 28, lines 35-41), and "If in conventional form, the gift order may be placed in an additional state waiting for receipt of the payment. On step 1406, if the payment is approved, then the routine continues at step 1408, else the routine notifies the gift giver that the payment has been denied...In step 1410, the routine notifies the gift giver that the gift order has been accepted" (Paragraph 35, lines 45-57). The examiner further notes that **Bezos** teaches **"wherein said identification data receiving unit comprises a first specification processing unit which specifies an orderer's group to which an orderer who has input a order for merchandise belongs, based on a characteristic parameter of said orderer's terminal"** as "To enable single-action ordering, a server system needs to have information about the customer that is equivalent to the purchaser-specific order information. The server system can obtain this information in various ways. First, the server system could ask the customer if they would like to have single-action ordering enabled. If so, then the server system could prompt the customer using a Web page for the purchaser-specific order information. Second, the server system could also save the purchaser-specific order information collected when an order is placed conventionally. The server system

could, either automatically or with the customer's assent, enable single-action ordering. In step 301, the server system retrieves the client identifier that was sent by the client system. In step 302, the server system updates the client identifier/customer table to indicate that the generated client identifier has been associated with that customer. In step 303, the server system sets a flag indicating that single-action ordering is enabled for that client identifier and that customer combination. That flag may be stored in the client identifier/customer table. In step 304, the server system supplies a confirming Web page to the client system. The next time a purchaser attempts to order an item, the client system will supply its client identifier to the server system. If single-action ordering is enabled for that purchaser, the server system will assume that the purchaser is the customer associated with that client identifier in the client identifier/customer table" (Paragraph 17), and "Alternatively, a single address book for a user containing the information for all possible recipients can be maintained. The user specifies a group by indicating some of the recipients whose addresses are in the address book. The use of address books facilitates, the maintaining of multiple groups that have one or more recipients in common" (Paragraph 28, lines 35-41). The examiner further notes that **Bezos** teaches **"said address data extracting unit comprises a second specification processing unit which specifies destination address data to be extracted based on the identification data received by said identification data receiving unit and the orderer's group specified by said first specification processing unit"** as "To enable single-action ordering, a server system needs to have information about the customer that is equivalent to the purchaser-specific order information. The server system can obtain this information in various ways. First, the server system could ask the customer if they would like to have single-action ordering enabled. If so, then the server system could prompt the customer using a Web page for the purchaser-specific order information. Second, the server system could also save the purchaser-specific order information collected when an order is placed conventionally. The server system could, either automatically or with the customer's assent, enable single-action ordering. In step 301, the server system retrieves the client identifier that was sent by the client system. In step 302, the server system updates the client

identifier/customer table to indicate that the generated client identifier has been associated with that customer. In step 303, the server system sets a flag indicating that single-action ordering is enabled for that client identifier and that customer combination. That flag may be stored in the client identifier/customer table. In step 304, the server system supplies a confirming Web page to the client system. The next time a purchaser attempts to order an item, the client system will supply its client identifier to the server system. If single-action ordering is enabled for that purchaser, the server system will assume that the purchaser is the customer associated with that client identifier in the client identifier/customer table" (Paragraph 17), and "Alternatively, a single address book for a user containing the information for all possible recipients can be maintained. The user specifies a group by indicating some of the recipients whose addresses are in the address book. The use of address books facilitates, the maintaining of multiple groups that have one or more recipients in common" (Paragraph 28, lines 35-41).

Regarding claim 2, **Bezos** further teaches a system comprising:

- A) a change request receiving unit which receives identification data of the orderer (Paragraphs 25 and 28, Figures 8A-8C, 10); and
- B) a request for changing the destination address data (Paragraphs 25 and 28, Figures 8A-8C, 10);
- C) a change processing unit which changes the destination address data in said address data storing unit, in response to the request received from said change requesting receiving unit (Paragraphs 25 and 28, Figures 8A-8C, 10);
- D) wherein: the request received from said change request receiving unit comprises a first request for inserting destination address data and a second request for deleting destination address data (Paragraphs 25 and 28, Figures 8A-8C, 10); and
- E) said change processing unit inserts new destination address data corresponding to the identification of the orderer to the destination address data stored in said address data storing unit, when said change request receives said first request and deletes a part of or the whole destination address data stored corresponding to the orderer in said

address data storing unit, when said change request receiving unit receives said second request (Paragraphs 25 and 28, Figures 8A-8C, 10).

The examiner notes that **Bezos** teaches “**a change request receiving unit which receives identification data of the orderer**” as “When a user clicks on a data entry field, a new Web page is presented to the user that allows for the editing of the data associated with the field” (Paragraph 25 lines 16-19) and “Alternatively, a single address book for a user containing the information for all possible recipients can be maintained. The user specifies a group by indicating some of the recipients whose addresses are in the address book. The use of address books facilitates, the maintaining of multiple groups that have one or more recipients in common. In addition, a user can at any time provide additional information about a recipient to facilitate the retrieval of sufficient information to effect the delivery of an item” (Paragraph 28, lines 35-44). The examiner further notes that **Bezos** teaches “**a request for changing the destination address data**” as “When a user clicks on a data entry field, a new Web page is presented to the user that allows for the editing of the data associated with the field” (Paragraph 25 lines 16-19), “Figure 10 illustrates a grid for creation of a group and the entry of identifying information for recipients with the group (i.e. members)...the user may enter only the email address for some users, while entering the name, email address, and delivery address of other recipients” (Paragraph 28, lines 15-26), and “Alternatively, a single address book for a user containing the information for all possible recipients can be maintained. The user specifies a group by indicating some of the recipients whose addresses are in the address book. The use of address books facilitates, the maintaining of multiple groups that have one or more recipients in common. In addition, a user can at any time provide additional information about a recipient to facilitate the retrieval of sufficient information to effect the delivery of an item” (Paragraph 28, lines 35-44). The examiner further notes that **Bezos** teaches “**a change processing unit which changes the destination address data in said address data storing unit, in response to the request received from said change requesting receiving unit**” as “When a user clicks on a data entry field, a new Web page is presented to the user that allows for the editing of the data associated with the

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field" (Paragraph 25 lines 16-19), "Figure 10 illustrates a grid for creation of a group and the entry of identifying information for recipients with the group (i.e. members)...the user may enter only the email address for some users, while entering the name, email address, and delivery address of other recipients" (Paragraph 28, lines 15-26), and "Alternatively, a single address book for a user containing the information for all possible recipients can be maintained. The user specifies a group by indicating some of the recipients whose addresses are in the address book. The use of address books facilitates, the maintaining of multiple groups that have one or more recipients in common. In addition, a user can at any time provide additional information about a recipient to facilitate the retrieval of sufficient information to effect the delivery of an item" (Paragraph 28, lines 35-44). The examiner further notes that **Bezos** teaches **"wherein: the request received from said change request receiving unit comprises a first request for inserting destination address data and a second request for deleting destination address data"** as "When a user clicks on a data entry field, a new Web page is presented to the user that allows for the editing of the data associated with the field" (Paragraph 25 lines 16-19), "Figure 10 illustrates a grid for creation of a group and the entry of identifying information for recipients with the group (i.e. members)...the user may enter only the email address for some users, while entering the name, email address, and delivery address of other recipients" (Paragraph 28, lines 15-26), and "Alternatively, a single address book for a user containing the information for all possible recipients can be maintained. The user specifies a group by indicating some of the recipients whose addresses are in the address book. The use of address books facilitates, the maintaining of multiple groups that have one or more recipients in common. In addition, a user can at any time provide additional information about a recipient to facilitate the retrieval of sufficient information to effect the delivery of an item" (Paragraph 28, lines 35-44). The examiner further notes that **Bezos** teaches **"said change processing unit inserts new destination address data corresponding to the identification of the orderer to the destination address data stored in said address data storing unit, when said change request receives said first request and deletes a part of or the whole destination address data stored**

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corresponding to the orderer in said address data storing unit, when said change request receiving unit receives said second request" as "When a user clicks on a data entry field, a new Web page is presented to the user that allows for the editing of the data associated with the field" (Paragraph 25 lines 16-19), "Figure 10 illustrates a grid for creation of a group and the entry of identifying information for recipients with the group (i.e. members)...the user may enter only the email address for some users, while entering the name, email address, and delivery address of other recipients" (Paragraph 28, lines 15-26), and "Alternatively, a single address book for a user containing the information for all possible recipients can be maintained. The user specifies a group by indicating some of the recipients whose addresses are in the address book. The use of address books facilitates, the maintaining of multiple groups that have one or more recipients in common. In addition, a user can at any time provide additional information about a recipient to facilitate the retrieval of sufficient information to effect the delivery of an item" (Paragraph 28, lines 35-44).

Regarding claim 3, **Bezos** further teaches a system comprising:

- A) wherein the destination address stored in said storing unit comprises recipient data that shows at least one recipient of merchandise (Paragraphs 27-30, Figures 9A-9B, 10); and
- B) payer data that shows at least one payer of merchandise (Paragraphs 17, 27-30, Figures 9A-9B, 10);
- C) said address data extracting unit comprises a read processing unit which reads the recipient data and the payer data from said address data storing unit, in accordance with the identification data of the orderer received by said identification data receiving unit (Paragraphs 17, 27-30, Figures 9A-9B, 10); and
- D) said address data output unit sends the recipient data and the payer data read by said read processing unit, to said orderer's terminal (Paragraphs 17, 27-30, 35, and 40 Figures 9A-9B, 10, and 19).

The examiner notes that **Bezos** teaches "**wherein the destination address stored in said storing unit comprises recipient data that shows at least one**

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recipient of merchandise" as "The system bills the item to the user based on information for that user for single action ordering and ships the item to the recipient at the delivery address" (Paragraph 27 lines 58, 1-4), "To effect the giving of the item to multiple recipients who are associated with the group name, the user inputs a name of the group that identifies the recipients into the group name subsection 902b" (Paragraph 28, lines 9-13), "Figure 10 illustrates a grid for creation of a group and the entry of identifying information for recipients with the group (i.e. members)...the user may enter only the email address for some users, while entering the name, email address, and delivery address of other recipients" (Paragraph 28, lines 15-26), and "Alternatively, a single address book for a user containing the information for all possible recipients can be maintained. The user specifies a group by indicating some of the recipients whose addresses are in the address book. The use of address books facilitates, the maintaining of multiple groups that have one or more recipients in common" (Paragraph 28; lines 35-41). The examiner further notes that **Bezos** teaches "**payer data that shows at least one payer of merchandise**" as "To enable single-action ordering, a server system needs to have information about the customer that is equivalent to the purchaser-specific order information. The server system can obtain this information in various ways. First, the server system could ask the customer if they would like to have single-action ordering enabled. If so, then the server system could prompt the customer using a Web page for the purchaser-specific order information. Second, the server system could also save the purchaser-specific order information collected when an order is placed conventionally. The server system could, either automatically or with the customer's assent, enable single-action ordering. In step 301, the server system retrieves the client identifier that was sent by the client system. In step 302, the server system updates the client identifier/customer table to indicate that the generated client identifier has been associated with that customer. In step 303, the server system sets a flag indicating that single-action ordering is enabled for that client identifier and that customer combination. That flag may be stored in the client identifier/customer table. In step 304, the server system supplies a confirming Web page to the client system. The next time a purchaser attempts to order an item, the client system will supply its client

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identifier to the server system. If single-action ordering is enabled for that purchaser, the server system will assume that the purchaser is the customer associated with that client identifier in the client identifier/customer table" (Paragraph 17) and "The system bills the item to the user based on information for that user for single action ordering and ships the item to the recipient at the delivery address" (Paragraph 27 lines 58, 1-4). The examiner further notes that **Bezos** teaches **"said address data extracting unit comprises a read processing unit which reads the recipient data and the payer data from said address data storing unit, in accordance with the identification data of the orderer received by said identification data receiving unit"** as "To enable single-action ordering, a server system needs to have information about the customer that is equivalent to the purchaser-specific order information. The server system can obtain this information in various ways. First, the server system could ask the customer if they would like to have single-action ordering enabled. If so, then the server system could prompt the customer using a Web page for the purchaser-specific order information. Second, the server system could also save the purchaser-specific order information collected when an order is placed conventionally. The server system could, either automatically or with the customer's assent, enable single-action ordering. In step 301, the server system retrieves the client identifier that was sent by the client system. In step 302, the server system updates the client identifier/customer table to indicate that the generated client identifier has been associated with that customer. In step 303, the server system sets a flag indicating that single-action ordering is enabled for that client identifier and that customer combination. That flag may be stored in the client identifier/customer table. In step 304, the server system supplies a confirming Web page to the client system. The next time a purchaser attempts to order an item, the client system will supply its client identifier to the server system. If single-action ordering is enabled for that purchaser, the server system will assume that the purchaser is the customer associated with that client identifier in the client identifier/customer table" (Paragraph 17), "The system bills the item to the user based on information for that user for single action ordering and ships the item to the recipient at the delivery address" (Paragraph 27 lines 58, 1-4), and "Alternatively, a single address book for a user

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containing the information for all possible recipients can be maintained. The user specifies a group by indicating some of the recipients whose addresses are in the address book. The use of address books facilitates, the maintaining of multiple groups that have one or more recipients in common" (Paragraph 28, lines 35-41). The examiner further notes that **Bezos** teaches **"said address data output unit sends the recipient data and the payer data read by said read processing unit, to said orderer's terminal"** as "To enable single-action ordering, a server system needs to have information about the customer that is equivalent to the purchaser-specific order information. The server system can obtain this information in various ways. First, the server system could ask the customer if they would like to have single-action ordering enabled. If so, then the server system could prompt the customer using a Web page for the purchaser-specific order information. Second, the server system could also save the purchaser-specific order information collected when an order is placed conventionally. The server system could, either automatically or with the customer's assent, enable single-action ordering. In step 301, the server system retrieves the client identifier that was sent by the client system. In step 302, the server system updates the client identifier/customer table to indicate that the generated client identifier has been associated with that customer. In step 303, the server system sets a flag indicating that single-action ordering is enabled for that client identifier and that customer combination. That flag may be stored in the client identifier/customer table. In step 304, the server system supplies a confirming Web page to the client system. The next time a purchaser attempts to order an item, the client system will supply its client identifier to the server system. If single-action ordering is enabled for that purchaser, the server system will assume that the purchaser is the customer associated with that client identifier in the client identifier/customer table" (Paragraph 17), "The system bills the item to the user based on information for that user for single action ordering and ships the item to the recipient at the delivery address" (Paragraph 27 lines 58, 1-4), "Alternatively, a single address book for a user containing the information for all possible recipients can be maintained. The user specifies a group by indicating some of the recipients whose addresses are in the address book. The use of address books facilitates, the

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maintaining of multiple groups that have one or more recipients in common" (Paragraph 28, lines 35-41), and "If in conventional form, the gift order may be placed in an additional state waiting for receipt of the payment. On step 1406, if the payment is approved, then the routine continues at step 1408, else the routine notifies the gift giver that the payment has been denied...In step 1410, the routine notifies the gift giver that the gift order has been accepted" (Paragraph 35, lines 45-57).

Regarding claim 4, **Bezos** teaches a method comprising:

- A) storing destination address data of candidates for a recipient of merchandise, categorized based on orderer's groups to which each a plurality of orderers for merchandise belongs, and identification data unique to each of the plurality of orderers, in a storing unit (Paragraphs 15, 17, 25, and 28, Figures 9A-9B, 10);
- B) specifying an orderer's group to which an orderer who has input an order for merchandise belongs, based on a characteristic parameter of a orderer's terminal (Paragraphs 15, 17, 25, and 28, Figures 9A-9B, 10);
- C) receiving identification data of the orderer from said orderer's terminal (Paragraphs 15, 17, 25, and 28, Figures 9A-9B, 10);
- D) reading destination address data, corresponding to the received identification data and the specified orderer's group, from said storing unit (Paragraphs 17, 27-30, 35, and 40 Figures 9A-9B, 10, and 19); and
- E) providing the destination address data read from said storing unit to said orderer's terminal (Paragraphs 17, 27-30, 35, and 40 Figures 9A-9B, 10, and 19).

The examiner notes that **Bezos** teaches "**storing destination address data of candidates for a recipient of merchandise, categorized based on orderer's groups to which each a plurality of orderers for merchandise belongs, and identification data unique to each of the plurality of orderers, in a storing unit**" as To enable single-action ordering, a server system needs to have information about the customer that is equivalent to the purchaser-specific order information. The server system can obtain this information in various ways. First, the server system could ask the customer if they would like to have single-action ordering enabled. If so, then the server system

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could prompt the customer using a Web page for the purchaser-specific order information. Second, the server system could also save the purchaser-specific order information collected when an order is placed conventionally. The server system could, either automatically or with the customer's assent, enable single-action ordering. In step 301, the server system retrieves the client identifier that was sent by the client system. In step 302, the server system updates the client identifier/customer table to indicate that the generated client identifier has been associated with that customer. In step 303, the server system sets a flag indicating that single-action ordering is enabled for that client identifier and that customer combination. That flag may be stored in the client identifier/customer table. In step 304, the server system supplies a confirming Web page to the client system. The next time a purchaser attempts to order an item, the client system will supply its client identifier to the server system. If single-action ordering is enabled for that purchaser, the server system will assume that the purchaser is the customer associated with that client identifier in the client identifier/customer table" (Paragraph 17) and "Alternatively, a single address book for a user containing the information for all possible recipients can be maintained. The user specifies a group by indicating some of the recipients whose addresses are in the address book. The use of address books facilitates the maintaining of multiple groups that have one or more recipients in common. In addition, a user can at any time provide additional information about a recipient to facilitate the retrieval of sufficient information to effect the delivery of an item" (Paragraph 28, lines 35-44). The examiner further notes that **Bezos** teaches **"specifying an orderer's group to which an orderer who has input an order for merchandise belongs, based on a characteristic parameter of a orderer's terminal"** as To enable single-action ordering, a server system needs to have information about the customer that is equivalent to the purchaser-specific order information. The server system can obtain this information in various ways. First, the server system could ask the customer if they would like to have single-action ordering enabled. If so, then the server system could prompt the customer using a Web page for the purchaser-specific order information. Second, the server system could also save the purchaser-specific order information collected when an order is placed conventionally.

The server system could, either automatically or with the customer's assent, enable single-action ordering. In step 301, the server system retrieves the client identifier that was sent by the client system. In step 302, the server system updates the client identifier/customer table to indicate that the generated client identifier has been associated with that customer. In step 303, the server system sets a flag indicating that single-action ordering is enabled for that client identifier and that customer combination. That flag may be stored in the client identifier/customer table. In step 304, the server system supplies a confirming Web page to the client system. The next time a purchaser attempts to order an item, the client system will supply its client identifier to the server system. If single-action ordering is enabled for that purchaser, the server system will assume that the purchaser is the customer associated with that client identifier in the client identifier/customer table" (Paragraph 17) and "Alternatively, a single address book for a user containing the information for all possible recipients can be maintained. The user specifies a group by indicating some of the recipients whose addresses are in the address book. The use of address books facilitates, the maintaining of multiple groups that have one or more recipients in common. In addition, a user can at any time provide additional information about a recipient to facilitate the retrieval of sufficient information to effect the delivery of an item" (Paragraph 28, lines 35-44). The examiner further notes that **Bezos** teaches **"receiving identification data of the orderer from said orderer's terminal"** as To enable single-action ordering, a server system needs to have information about the customer that is equivalent to the purchaser-specific order information. The server system can obtain this information in various ways. First, the server system could ask the customer if they would like to have single-action ordering enabled. If so, then the server system could prompt the customer using a Web page for the purchaser-specific order information. Second, the server system could also save the purchaser-specific order information collected when an order is placed conventionally. The server system could, either automatically or with the customer's assent, enable single-action ordering. In step 301, the server system retrieves the client identifier that was sent by the client system. In step 302, the server system updates the client identifier/customer table to indicate that the generated client identifier has been

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associated with that customer. In step 303, the server system sets a flag indicating that single-action ordering is enabled for that client identifier and that customer combination. That flag may be stored in the client identifier/customer table. In step 304, the server system supplies a confirming Web page to the client system. The next time a purchaser attempts to order an item, the client system will supply its client identifier to the server system. If single-action ordering is enabled for that purchaser, the server system will assume that the purchaser is the customer associated with that client identifier in the client identifier/customer table" (Paragraph 17) and "Alternatively, a single address book for a user containing the information for all possible recipients can be maintained. The user specifies a group by indicating some of the recipients whose addresses are in the address book. The use of address books facilitates, the maintaining of multiple groups that have one or more recipients in common. In addition, a user can at any time provide additional information about a recipient to facilitate the retrieval of sufficient information to effect the delivery of an item" (Paragraph 28, lines 35-44). The examiner further notes that **Bezos** teaches **"reading destination address data, corresponding to the received identification data and the specified orderer's group, from said storing unit"** as "To enable single-action ordering, a server system needs to have information about the customer that is equivalent to the purchaser-specific order information. The server system can obtain this information in various ways. First, the server system could ask the customer if they would like to have single-action ordering enabled. If so, then the server system could prompt the customer using a Web page for the purchaser-specific order information. Second, the server system could also save the purchaser-specific order information collected when an order is placed conventionally. The server system could, either automatically or with the customer's assent, enable single-action ordering. In step 301, the server system retrieves the client identifier that was sent by the client system. In step 302, the server system updates the client identifier/customer table to indicate that the generated client identifier has been associated with that customer. In step 303, the server system sets a flag indicating that single-action ordering is enabled for that client identifier and that customer combination. That flag may be stored in the client identifier/customer table. In step 304, the server system

supplies a confirming Web page to the client system. The next time a purchaser attempts to order an item, the client system will supply its client identifier to the server system. If single-action ordering is enabled for that purchaser, the server system will assume that the purchaser is the customer associated with that client identifier in the client identifier/customer table" (Paragraph 17), "The system bills the item to the user based on information for that user for single action ordering and ships the item to the recipient at the delivery address" (Paragraph 27 lines 58, 1-4), "Alternatively, a single address book for a user containing the information for all possible recipients can be maintained. The user specifies a group by indicating some of the recipients whose addresses are in the address book. The use of address books facilitates, the maintaining of multiple groups that have one or more recipients in common" (Paragraph 28, lines 35-41), and "If in conventional form, the gift order may be placed in an additional state waiting for receipt of the payment. On step 1406, if the payment is approved, then the routine continues at step 1408, else the routine notifies the gift giver that the payment has been denied...In step 1410, the routine notifies the gift giver that the gift order has been accepted" (Paragraph 35, lines 45-57). The examiner further notes that **Bezos** teaches "**providing the destination address data read from said storing unit to said orderer's terminal**" as "To enable single-action ordering, a server system needs to have information about the customer that is equivalent to the purchaser-specific order information. The server system can obtain this information in various ways. First, the server system could ask the customer if they would like to have single-action ordering enabled. If so, then the server system could prompt the customer using a Web page for the purchaser-specific order information. Second, the server system could also save the purchaser-specific order information collected when an order is placed conventionally. The server system could, either automatically or with the customer's assent, enable single-action ordering. In step 301, the server system retrieves the client identifier that was sent by the client system. In step 302, the server system updates the client identifier/customer table to indicate that the generated client identifier has been associated with that customer. In step 303, the server system sets a flag indicating that single-action ordering is enabled for that client identifier and that

customer combination. That flag may be stored in the client identifier/customer table. In step 304, the server system supplies a confirming Web page to the client system. The next time a purchaser attempts to order an item, the client system will supply its client identifier to the server system. If single-action ordering is enabled for that purchaser, the server system will assume that the purchaser is the customer associated with that client identifier in the client identifier/customer table" (Paragraph 17), "The system bills the item to the user based on information for that user for single action ordering and ships the item to the recipient at the delivery address" (Paragraph 27 lines 58, 1-4), "Alternatively, a single address book for a user containing the information for all possible recipients can be maintained. The user specifies a group by indicating some of the recipients whose addresses are in the address book. The use of address books facilitates, the maintaining of multiple groups that have one or more recipients in common" (Paragraph 28, lines 35-41), and "If in conventional form, the gift order may be placed in an additional state waiting for receipt of the payment. On step 1406, if the payment is approved, then the routine continues at step 1408, else the routine notifies the gift giver that the payment has been denied...In step 1410, the routine notifies the gift giver that the gift order has been accepted" (Paragraph 35, lines 45-57).

Regarding claim 5, **Bezos** further teaches a method comprising:

- A) receiving a request for changing the identification data of the orderer, and the destination address data, from said orderer's terminal (Paragraphs 25 and 28, Figures 8A-8C, 10);
- B) inserting new destination address data, corresponding to the identification data of the orderer, to the destination address data stored in said storing unit, when the request received from said orderer's terminal is a first request for inserting destination address data (Paragraphs 25 and 28, Figures 8A-8C, 10); and
- C) deleting a part of or the whole destination address data stored corresponding to the orderer in said storing unit, when the request received from said orderer's terminal is a second request for deleting destination address data (Paragraphs 25 and 28, Figures 8A-8C, 10).

The examiner notes that **Bezos** teaches “**receiving a request for changing the identification data of the user, and the address data, from said user terminal**” as “When a user clicks on a data entry field, a new Web page is presented to the user that allows for the editing of the data associated with the field” (Paragraph 25 lines 16-19) and “Alternatively, a single address book for a user containing the information for all possible recipients can be maintained. The user specifies a group by indicating some of the recipients whose addresses are in the address book. The use of address books facilitates, the maintaining of multiple groups that have one or more recipients in common. In addition, a user can at any time provide additional information about a recipient to facilitate the retrieval of sufficient information to effect the delivery of an item” (Paragraph 28, lines 35-44). The examiner further notes that **Bezos** teaches “**inserting new address data, corresponding to the identification data of the user, to the address data stored in said address data storing unit, when the request received from said user terminal is a first request for inserting address data**” as “Figure 10 illustrates a grid for creation of a group and the entry of identifying information for recipients with the group (i.e. members)...the user may enter only the email address for some users, while entering the name, email address, and delivery address of other recipients” (Paragraph 28, lines 15-26) and “Alternatively, a single address book for a user containing the information for all possible recipients can be maintained. The user specifies a group by indicating some of the recipients whose addresses are in the address book. The use of address books facilitates, the maintaining of multiple groups that have one or more recipients in common. In addition, a user can at any time provide additional information about a recipient to facilitate the retrieval of sufficient information to effect the delivery of an item” (Paragraph 28, lines 35-44). The examiner further notes that **Bezos** teaches “**deleting a part of or the whole address data stored corresponding to the user in said address data storing unit, when the request received from said user terminal is a second request for deleting address data**” as “Figure 10 illustrates a grid for creation of a group and the entry of identifying information for recipients with the group (i.e. members)...the user may enter only the email address for some users, while entering the name, email

address, and delivery address of other recipients" (Paragraph 28, lines 15-26) and "Alternatively, a single address book for a user containing the information for all possible recipients can be maintained. The user specifies a group by indicating some of the recipients whose addresses are in the address book. The use of address books facilitates, the maintaining of multiple groups that have one or more recipients in common. In addition, a user can at any time provide additional information about a recipient to facilitate the retrieval of sufficient information to effect the delivery of an item" (Paragraph 28, lines 35-44).

Regarding claim 6, **Bezos** further teaches a method comprising:

- A) wherein the destination address stored in said storing unit comprises recipient data that shows at least one recipient of merchandise (Paragraphs 27-30, Figures 9A-9B, 10); and
- B) payer data that shows at least one payer of merchandise (Paragraphs 17, 27-30, Figures 9A-9B, 10).

The examiner notes that **Bezos** teaches "**wherein the destination address stored in said storing unit comprises recipient data that shows at least one recipient of merchandise**" as "The system bills the item to the user based on information for that user for single action ordering and ships the item to the recipient at the delivery address" (Paragraph 27 lines 58, 1-4), "To effect the giving of the item to multiple recipients who are associated with the group name, the user inputs a name of the group that identifies the recipients into the group name subsection 902b" (Paragraph 28, lines 9-13), "Figure 10 illustrates a grid for creation of a group and the entry of identifying information for recipients with the group (i.e. members)...the user may enter only the email address for some users, while entering the name, email address, and delivery address of other recipients" (Paragraph 28, lines 15-26), and "Alternatively, a single address book for a user containing the information for all possible recipients can be maintained. The user specifies a group by indicating some of the recipients whose addresses are in the address book. The use of address books facilitates, the maintaining of multiple groups that have one or more recipients in common" (Paragraph

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28, lines 35-41). The examiner further notes that **Bezos** teaches “**payer data that shows at least one payer of merchandise**” as “To enable single-action ordering, a server system needs to have information about the customer that is equivalent to the purchaser-specific order information. The server system can obtain this information in various ways. First, the server system could ask the customer if they would like to have single-action ordering enabled. If so, then the server system could prompt the customer using a Web page for the purchaser-specific order information. Second, the server system could also save the purchaser-specific order information collected when an order is placed conventionally. The server system could, either automatically or with the customer's assent, enable single-action ordering. In step 301, the server system retrieves the client identifier that was sent by the client system. In step 302, the server system updates the client identifier/customer table to indicate that the generated client identifier has been associated with that customer. In step 303, the server system sets a flag indicating that single-action ordering is enabled for that client identifier and that customer combination. That flag may be stored in the client identifier/customer table. In step 304, the server system supplies a confirming Web page to the client system. The next time a purchaser attempts to order an item, the client system will supply its client identifier to the server system. If single-action ordering is enabled for that purchaser, the server system will assume that the purchaser is the customer associated with that client identifier in the client identifier/customer table” (Paragraph 17) and “The system bills the item to the user based on information for that user for single action ordering and ships the item to the recipient at the delivery address” (Paragraph 27 lines 58, 1-4).

Regarding claim 7, **Bezos** further teaches a method comprising:

- A) reading the recipient data and the payer data stored in said storing unit are read, in accordance with the identification data of the orderer received from said orderer's terminal (Paragraphs 17, 27-30, Figures 9A-9B, 10); and
- B) the read recipient data and the payer data are sent to said orderer's terminal (Paragraphs 27-30, 35, and 40 Figures 9A-9B, 10, and 19).

The examiner notes that **Bezos** teaches “**reading the recipient data and the payer data stored in said storing unit are read, in accordance with the identification data of the orderer received from said orderer’s terminal**” as “To enable single-action ordering, a server system needs to have information about the customer that is equivalent to the purchaser-specific order information. The server system can obtain this information in various ways. First, the server system could ask the customer if they would like to have single-action ordering enabled. If so, then the server system could prompt the customer using a Web page for the purchaser-specific order information. Second, the server system could also save the purchaser-specific order information collected when an order is placed conventionally. The server system could, either automatically or with the customer's assent, enable single-action ordering. In step 301, the server system retrieves the client identifier that was sent by the client system. In step 302, the server system updates the client identifier/customer table to indicate that the generated client identifier has been associated with that customer. In step 303, the server system sets a flag indicating that single-action ordering is enabled for that client identifier and that customer combination. That flag may be stored in the client identifier/customer table. In step 304, the server system supplies a confirming Web page to the client system. The next time a purchaser attempts to order an item, the client system will supply its client identifier to the server system. If single-action ordering is enabled for that purchaser, the server system will assume that the purchaser is the customer associated with that client identifier in the client identifier/customer table” (Paragraph 17), “The system bills the item to the user based on information for that user for single action ordering and ships the item to the recipient at the delivery address” (Paragraph 27 lines 58, 1-4), and “Alternatively, a single address book for a user containing the information for all possible recipients can be maintained. The user specifies a group by indicating some of the recipients whose addresses are in the address book. The use of address books facilitates, the maintaining of multiple groups that have one or more recipients in common” (Paragraph 28, lines 35-41). The examiner further notes that **Bezos** teaches “**the read recipient data and the payer data are sent to said orderer’s terminal**” as “To enable single-action ordering, a

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server system needs to have information about the customer that is equivalent to the purchaser-specific order information. The server system can obtain this information in various ways. First, the server system could ask the customer if they would like to have single-action ordering enabled. If so, then the server system could prompt the customer using a Web page for the purchaser-specific order information. Second, the server system could also save the purchaser-specific order information collected when an order is placed conventionally. The server system could, either automatically or with the customer's assent, enable single-action ordering. In step 301, the server system retrieves the client identifier that was sent by the client system. In step 302, the server system updates the client identifier/customer table to indicate that the generated client identifier has been associated with that customer. In step 303, the server system sets a flag indicating that single-action ordering is enabled for that client identifier and that customer combination. That flag may be stored in the client identifier/customer table. In step 304, the server system supplies a confirming Web page to the client system. The next time a purchaser attempts to order an item, the client system will supply its client identifier to the server system. If single-action ordering is enabled for that purchaser, the server system will assume that the purchaser is the customer associated with that client identifier in the client identifier/customer table" (Paragraph 17), "The system bills the item to the user based on information for that user for single action ordering and ships the item to the recipient at the delivery address" (Paragraph 27 lines 58, 1-4), "Alternatively, a single address book for a user containing the information for all possible recipients can be maintained. The user specifies a group by indicating some of the recipients whose addresses are in the address book. The use of address books facilitates, the maintaining of multiple groups that have one or more recipients in common" (Paragraph 28, lines 35-41), and "If in conventional form, the gift order may be placed in an additional state waiting for receipt of the payment. On step 1406, if the payment is approved, then the routine continues at step 1408, else the routine notifies the gift giver that the payment has been denied... In step 1410, the routine notifies the gift giver that the gift order has been accepted" (Paragraph 35, lines 45-57).

Regarding claim 8, **Bezos** teaches a computer readable recording medium comprising:

- A) storing destination address data of candidates for a recipient of merchandise, categorized based on orderer's groups to which each of a plurality of orderers for merchandise belongs, and identification data unique to each of the plurality of orderers, in a storing unit (Paragraphs 15, 17, 25, and 28, Figures 9A-9B, 10);
- B) specifying an orderer's group to which an orderer who has input an order for merchandise belongs, based on a characteristic parameter of an orderer's terminal (Paragraphs 15, 17, 25, and 28, Figures 9A-9B, 10);
- C) receiving identification data of the orderer from said orderer's terminal (Paragraphs 15, 17, 25, and 28, Figures 9A-9B, 10);
- D) reading destination address data, corresponding to the received identification data and the specified orderer's group, from said storing unit (Paragraphs 17, 27-30, 35, and 40 Figures 9A-9B, 10, and 19); and
- E) providing the destination address data read from said storing unit to said orderer's terminal (Paragraphs 17, 27-30, 35, and 40 Figures 9A-9B, 10, and 19).

The examiner notes that **Bezos** teaches **"storing destination address data of candidates for a recipient of merchandise, categorized based on orderer's groups to which each of a plurality of orderers for merchandise belongs, and identification data unique to each of the plurality of orderers, in a storing unit"** as "To enable single-action ordering, a server system needs to have information about the customer that is equivalent to the purchaser-specific order information. The server system can obtain this information in various ways. First, the server system could ask the customer if they would like to have single-action ordering enabled. If so, then the server system could prompt the customer using a Web page for the purchaser-specific order information. Second, the server system could also save the purchaser-specific order information collected when an order is placed conventionally. The server system could, either automatically or with the customer's assent, enable single-action ordering. In step 301, the server system retrieves the client identifier that was sent by the client system. In step 302, the server system updates the client identifier/customer table to

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indicate that the generated client identifier has been associated with that customer. In step 303, the server system sets a flag indicating that single-action ordering is enabled for that client identifier and that customer combination. That flag may be stored in the client identifier/customer table. In step 304, the server system supplies a confirming Web page to the client system. The next time a purchaser attempts to order an item, the client system will supply its client identifier to the server system. If single-action ordering is enabled for that purchaser, the server system will assume that the purchaser is the customer associated with that client identifier in the client identifier/customer table” (Paragraph 17) and “Alternatively, a single address book for a user containing the information for all possible recipients can be maintained. The user specifies a group by indicating some of the recipients whose addresses are in the address book. The use of address books facilitates, the maintaining of multiple groups that have one or more recipients in common. In addition, a user can at any time provide additional information about a recipient to facilitate the retrieval of sufficient information to effect the delivery of an item” (Paragraph 28, lines 35-44). The examiner further notes that **Bezos** teaches **“specifying an orderer’s group to which an orderer who has input an order for merchandise belongs, based on a characteristic parameter of an orderer’s terminal”** as To enable single-action ordering, a server system needs to have information about the customer that is equivalent to the purchaser-specific order information. The server system can obtain this information in various ways. First, the server system could ask the customer if they would like to have single-action ordering enabled. If so, then the server system could prompt the customer using a Web page for the purchaser-specific order information. Second, the server system could also save the purchaser-specific order information collected when an order is placed conventionally. The server system could, either automatically or with the customer’s assent, enable single-action ordering. In step 301, the server system retrieves the client identifier that was sent by the client system. In step 302, the server system updates the client identifier/customer table to indicate that the generated client identifier has been associated with that customer. In step 303, the server system sets a flag indicating that single-action ordering is enabled for that client identifier and that customer combination.

That flag may be stored in the client identifier/customer table. In step 304, the server system supplies a confirming Web page to the client system. The next time a purchaser attempts to order an item, the client system will supply its client identifier to the server system. If single-action ordering is enabled for that purchaser, the server system will assume that the purchaser is the customer associated with that client identifier in the client identifier/customer table" (Paragraph 17) and "Alternatively, a single address book for a user containing the information for all possible recipients can be maintained. The user specifies a group by indicating some of the recipients whose addresses are in the address book. The use of address books facilitates, the maintaining of multiple groups that have one or more recipients in common. In addition, a user can at any time provide additional information about a recipient to facilitate the retrieval of sufficient information to effect the delivery of an item" (Paragraph 28, lines 35-44). The examiner further notes that **Bezos** teaches **"receiving identification data of the orderer from said orderer's terminal"** as To enable single-action ordering, a server system needs to have information about the customer that is equivalent to the purchaser-specific order information. The server system can obtain this information in various ways. First, the server system could ask the customer if they would like to have single-action ordering enabled. If so, then the server system could prompt the customer using a Web page for the purchaser-specific order information. Second, the server system could also save the purchaser-specific order information collected when an order is placed conventionally. The server system could, either automatically or with the customer's assent, enable single-action ordering. In step 301, the server system retrieves the client identifier that was sent by the client system. In step 302, the server system updates the client identifier/customer table to indicate that the generated client identifier has been associated with that customer. In step 303, the server system sets a flag indicating that single-action ordering is enabled for that client identifier and that customer combination. That flag may be stored in the client identifier/customer table. In step 304, the server system supplies a confirming Web page to the client system. The next time a purchaser attempts to order an item, the client system will supply its client identifier to the server system. If single-action ordering is enabled for that purchaser, the server system will

assume that the purchaser is the customer associated with that client identifier in the client identifier/customer table" (Paragraph 17) and "Alternatively, a single address book for a user containing the information for all possible recipients can be maintained. The user specifies a group by indicating some of the recipients whose addresses are in the address book. The use of address books facilitates, the maintaining of multiple groups that have one or more recipients in common. In addition, a user can at any time provide additional information about a recipient to facilitate the retrieval of sufficient information to effect the delivery of an item" (Paragraph 28, lines 35-44). The examiner further notes that **Bezos** teaches **"reading destination address data, corresponding to the received identification data and the specified orderer's group, from said storing unit"** as "To enable single-action ordering, a server system needs to have information about the customer that is equivalent to the purchaser-specific order information. The server system can obtain this information in various ways. First, the server system could ask the customer if they would like to have single-action ordering enabled. If so, then the server system could prompt the customer using a Web page for the purchaser-specific order information. Second, the server system could also save the purchaser-specific order information collected when an order is placed conventionally. The server system could, either automatically or with the customer's assent, enable single-action ordering. In step 301, the server system retrieves the client identifier that was sent by the client system. In step 302, the server system updates the client identifier/customer table to indicate that the generated client identifier has been associated with that customer. In step 303, the server system sets a flag indicating that single-action ordering is enabled for that client identifier and that customer combination. That flag may be stored in the client identifier/customer table. In step 304, the server system supplies a confirming Web page to the client system. The next time a purchaser attempts to order an item, the client system will supply its client identifier to the server system. If single-action ordering is enabled for that purchaser, the server system will assume that the purchaser is the customer associated with that client identifier in the client identifier/customer table" (Paragraph 17), "The system bills the item to the user based on information for that user for single action ordering and ships the item to the

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recipient at the delivery address" (Paragraph 27 lines 58, 1-4), "Alternatively, a single address book for a user containing the information for all possible recipients can be maintained. The user specifies a group by indicating some of the recipients whose addresses are in the address book. The use of address books facilitates, the maintaining of multiple groups that have one or more recipients in common" (Paragraph 28, lines 35-41), and "If in conventional form, the gift order may be placed in an additional state waiting for receipt of the payment. On step 1406, if the payment is approved, then the routine continues at step 1408, else the routine notifies the gift giver that the payment has been denied... In step 1410, the routine notifies the gift giver that the gift order has been accepted" (Paragraph 35, lines 45-57). The examiner further notes that **Bezos teaches "providing the destination address data read from said storing unit to said orderer's terminal"** as "To enable single-action ordering, a server system needs to have information about the customer that is equivalent to the purchaser-specific order information. The server system can obtain this information in various ways. First, the server system could ask the customer if they would like to have single-action ordering enabled. If so, then the server system could prompt the customer using a Web page for the purchaser-specific order information. Second, the server system could also save the purchaser-specific order information collected when an order is placed conventionally. The server system could, either automatically or with the customer's assent, enable single-action ordering. In step 301, the server system retrieves the client identifier that was sent by the client system. In step 302, the server system updates the client identifier/customer table to indicate that the generated client identifier has been associated with that customer. In step 303, the server system sets a flag indicating that single-action ordering is enabled for that client identifier and that customer combination. That flag may be stored in the client identifier/customer table. In step 304, the server system supplies a confirming Web page to the client system. The next time a purchaser attempts to order an item, the client system will supply its client identifier to the server system. If single-action ordering is enabled for that purchaser, the server system will assume that the purchaser is the customer associated with that client identifier in the client identifier/customer table" (Paragraph 17), "The system bills the

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item to the user based on information for that user for single action ordering and ships the item to the recipient at the delivery address" (Paragraph 27 lines 58, 1-4), "Alternatively, a single address book for a user containing the information for all possible recipients can be maintained. The user specifies a group by indicating some of the recipients whose addresses are in the address book. The use of address books facilitates, the maintaining of multiple groups that have one or more recipients in common" (Paragraph 28, lines 35-41), and "If in conventional form, the gift order may be placed in an additional state waiting for receipt of the payment. On step 1406, if the payment is approved, then the routine continues at step 1408, else the routine notifies the gift giver that the payment has been denied...In step 1410, the routine notifies the gift giver that the gift order has been accepted" (Paragraph 35, lines 45-57).

Regarding claim 9, **Bezos** further teaches a computer readable recording medium comprising:

- A) receiving a request for changing the identification data of the orderer, and the destination address data, from said orderer's terminal (Paragraphs 25 and 28, Figures 8A-8C, 10);
- B) inserting new destination address data, corresponding to the identification data of the orderer, to the destination address data stored in said storing unit, when the request received from said orderer's terminal is a first request for inserting destination address data (Paragraphs 25 and 28, Figures 8A-8C, 10); and
- C) deleting a part of or the whole destination address data stored corresponding to the orderer in said storing unit, when the request received from said orderer's terminal is a second request for deleting destination address data (Paragraphs 25 and 28, Figures 8A-8C, 10).

The examiner notes that **Bezos** teaches "**receiving a request for changing the identification data of the user, and the address data, from said user terminal**" as "When a user clicks on a data entry field, a new Web page is presented to the user that allows for the editing of the data associated with the field" (Paragraph 25 lines 16-19) and "Alternatively, a single address book for a user containing the information for all

possible recipients can be maintained. The user specifies a group by indicating some of the recipients whose addresses are in the address book. The use of address books facilitates, the maintaining of multiple groups that have one or more recipients in common. In addition, a user can at any time provide additional information about a recipient to facilitate the retrieval of sufficient information to effect the delivery of an item" (Paragraph 28, lines 35-44). The examiner further notes that **Bezos** teaches **"inserting new address data, corresponding to the identification data of the user, to the address data stored in said address data storing unit, when the request received from said user terminal is a first request for inserting address data"** as "Figure 10 illustrates a grid for creation of a group and the entry of identifying information for recipients with the group (i.e. members)...the user may enter only the email address for some users, while entering the name, email address, and delivery address of other recipients" (Paragraph 28, lines 15-26) and "Alternatively, a single address book for a user containing the information for all possible recipients can be maintained. The user specifies a group by indicating some of the recipients whose addresses are in the address book. The use of address books facilitates, the maintaining of multiple groups that have one or more recipients in common. In addition, a user can at any time provide additional information about a recipient to facilitate the retrieval of sufficient information to effect the delivery of an item" (Paragraph 28, lines 35-44). The examiner further notes that **Bezos** teaches **"deleting a part of or the whole address data stored corresponding to the user in said address data storing unit, when the request received from said user terminal is a second request for deleting address data"** as "Figure 10 illustrates a grid for creation of a group and the entry of identifying information for recipients with the group (i.e. members)...the user may enter only the email address for some users, while entering the name, email address, and delivery address of other recipients" (Paragraph 28, lines 15-26) and "Alternatively, a single address book for a user containing the information for all possible recipients can be maintained. The user specifies a group by indicating some of the recipients whose addresses are in the address book. The use of address books facilitates, the maintaining of multiple groups that have one or more recipients in

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common. In addition, a user can at any time provide additional information about a recipient to facilitate the retrieval of sufficient information to effect the delivery of an item" (Paragraph 28, lines 35-44).

Regarding claim 10, **Bezos** further teaches a computer readable recording medium comprising:

- A) wherein the destination address stored in said data storing unit comprises recipient data that shows at least one recipient of a merchandise (Paragraphs 27-30, Figures 9A-9B, 10); and
- B) payer data that shows at least one payer of merchandise (Paragraphs 17, 27-30, Figures 9A-9B, 10).

The examiner notes that **Bezos** teaches "**wherein the destination address stored in said data storing unit comprises recipient data that shows at least one recipient of a merchandise**" as "The system bills the item to the user based on information for that user for single action ordering and ships the item to the recipient at the delivery address" (Paragraph 27 lines 58, 1-4), "To effect the giving of the item to multiple recipients who are associated with the group name, the user inputs a name of the group that identifies the recipients into the group name subsection 902b" (Paragraph 28, lines 9-13), "Figure 10 illustrates a grid for creation of a group and the entry of identifying information for recipients with the group (i.e. members)...the user may enter only the email address for some users, while entering the name, email address, and delivery address of other recipients" (Paragraph 28, lines 15-26), and "Alternatively, a single address book for a user containing the information for all possible recipients can be maintained. The user specifies a group by indicating some of the recipients whose addresses are in the address book. The use of address books facilitates, the maintaining of multiple groups that have one or more recipients in common" (Paragraph 28, lines 35-41). The examiner further notes that **Bezos** teaches "**payer data that shows at least one payer of merchandise**" as "To enable single-action ordering, a server system needs to have information about the customer that is equivalent to the purchaser-specific order information. The server system can obtain this information in

various ways. First, the server system could ask the customer if they would like to have single-action ordering enabled. If so, then the server system could prompt the customer using a Web page for the purchaser-specific order information. Second, the server system could also save the purchaser-specific order information collected when an order is placed conventionally. The server system could, either automatically or with the customer's assent, enable single-action ordering. In step 301, the server system retrieves the client identifier that was sent by the client system. In step 302, the server system updates the client identifier/customer table to indicate that the generated client identifier has been associated with that customer. In step 303, the server system sets a flag indicating that single-action ordering is enabled for that client identifier and that customer combination. That flag may be stored in the client identifier/customer table. In step 304, the server system supplies a confirming Web page to the client system. The next time a purchaser attempts to order an item, the client system will supply its client identifier to the server system. If single-action ordering is enabled for that purchaser, the server system will assume that the purchaser is the customer associated with that client identifier in the client identifier/customer table" (Paragraph 17) and "The system bills the item to the user based on information for that user for single action ordering and ships the item to the recipient at the delivery address" (Paragraph 27 lines 58, 1-4).

Regarding claim 11, **Bezos** further teaches a computer readable recording medium comprising:

- A) reading the recipient data and the payer data from said storing unit, in accordance with the identification data of the orderer received from said orderer's terminal (Paragraphs 17, 27-30, Figures 9A-9B, 10); and
- B) sending the recipient data and the payer data read from said storing unit, to said orderer's terminal (Paragraphs 27-30, 35, and 40 Figures 9A-9B, 10, and 19).

The examiner notes that **Bezos** teaches "**reading the recipient data and the payer data from said storing unit, in accordance with the identification data of the orderer received from said orderer's terminal**" as "To enable single-action ordering, a server system needs to have information about the customer that is equivalent to the

purchaser-specific order information. The server system can obtain this information in various ways. First, the server system could ask the customer if they would like to have single-action ordering enabled. If so, then the server system could prompt the customer using a Web page for the purchaser-specific order information. Second, the server system could also save the purchaser-specific order information collected when an order is placed conventionally. The server system could, either automatically or with the customer's assent, enable single-action ordering. In step 301, the server system retrieves the client identifier that was sent by the client system. In step 302, the server system updates the client identifier/customer table to indicate that the generated client identifier has been associated with that customer. In step 303, the server system sets a flag indicating that single-action ordering is enabled for that client identifier and that customer combination. That flag may be stored in the client identifier/customer table. In step 304, the server system supplies a confirming Web page to the client system. The next time a purchaser attempts to order an item, the client system will supply its client identifier to the server system. If single-action ordering is enabled for that purchaser, the server system will assume that the purchaser is the customer associated with that client identifier in the client identifier/customer table" (Paragraph 17), "The system bills the item to the user based on information for that user for single action ordering and ships the item to the recipient at the delivery address" (Paragraph 27 lines 58, 1-4), and "Alternatively, a single address book for a user containing the information for all possible recipients can be maintained. The user specifies a group by indicating some of the recipients whose addresses are in the address book. The use of address books facilitates, the maintaining of multiple groups that have one or more recipients in common" (Paragraph 28, lines 35-41). The examiner further notes that **Bezos** teaches **"sending the recipient data and the payer data read from said storing unit, to said orderer's terminal"** as "To enable single-action ordering, a server system needs to have information about the customer that is equivalent to the purchaser-specific order information. The server system can obtain this information in various ways. First, the server system could ask the customer if they would like to have single-action ordering enabled. If so, then the server system could prompt the customer using a Web page for

the purchaser-specific order information. Second, the server system could also save the purchaser-specific order information collected when an order is placed conventionally. The server system could, either automatically or with the customer's assent, enable single-action ordering. In step 301, the server system retrieves the client identifier that was sent by the client system. In step 302, the server system updates the client identifier/customer table to indicate that the generated client identifier has been associated with that customer. In step 303, the server system sets a flag indicating that single-action ordering is enabled for that client identifier and that customer combination. That flag may be stored in the client identifier/customer table. In step 304, the server system supplies a confirming Web page to the client system. The next time a purchaser attempts to order an item, the client system will supply its client identifier to the server system. If single-action ordering is enabled for that purchaser, the server system will assume that the purchaser is the customer associated with that client identifier in the client identifier/customer table" (Paragraph 17), "The system bills the item to the user based on information for that user for single action ordering and ships the item to the recipient at the delivery address" (Paragraph 27 lines 58, 1-4), "Alternatively, a single address book for a user containing the information for all possible recipients can be maintained. The user specifies a group by indicating some of the recipients whose addresses are in the address book. The use of address books facilitates, the maintaining of multiple groups that have one or more recipients in common" (Paragraph 28, lines 35-41), and "If in conventional form, the gift order may be placed in an additional state waiting for receipt of the payment. On step 1406, if the payment is approved, then the routine continues at step 1408, else the routine notifies the gift giver that the payment has been denied...In step 1410, the routine notifies the gift giver that the gift order has been accepted" (Paragraph 35, lines 45-57).

Response to Arguments

7. Applicant's arguments filed on 08/10/2007 have been fully considered but they are not persuasive.

Applicant argues on page 7, that "**However, each such multiple group is associated with only a single orderer, since the address book is the personal**

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address book of the orderer. Consequently, Bezos's address book must be individually prepared for each orderer (i.e., each user). Bezos fails to disclose or suggest categorizing address information based on multiple groups having several different orderers". However, the examiner wishes to point to paragraph 28 of Bezos which states "To effect the giving of the item to multiple recipients who are associated with the group name, the user inputs a name of the group that identifies the recipients into the group name subsection 902b" (Paragraph 28, lines 9-13), "Figure 10 illustrates a grid for creation of a group and the entry of identifying information for recipients with the group (i.e. members)...the user may enter only the email address for some users, while entering the name, email address, and delivery address of other recipients" (Paragraph 28, lines 15-26), and "Alternatively, a single address book for a user containing the information for all possible recipients can be maintained. The user specifies a group by indicating some of the recipients whose addresses are in the address book. The use of address books facilitates, the maintaining of multiple groups that have one or more recipients in common" (Paragraph 28, lines 35-41). The examiner further wishes to state that the independent claims merely recite the limitation **"wherein the destination address data is categorized based on orderer's groups to which each of a plurality of orderers for merchandise belongs, and identification data unique to each of the plurality of orderers"**. The examiner further wishes to state that the word "orderer's" only refers to a single orderer and not multiple orderers. Moreover, the multiple gift recipients in the groups of the address book of **Bezos** can be potential orderers of merchandise.

Applicant argues on page 7, that **"In contrast to Bezos, amended claims 1, 4, and 8 recite orderers' groups to which each of a plurality of orderers for merchandise belongs...Therefore, the destination address data can be commonly used among all members who belong to one of the orderers' groups"**. However, in response to applicant's argument that the references fail to show certain features of applicant's invention, it is noted that the features upon which applicant relies (i.e., "orderers' groups") are not recited in the rejected claim(s). Although the claims are

interpreted in light of the specification, limitations from the specification are not read into the claims. See *In re Van Geuns*, 988 F.2d 1181, 26 USPQ2d 1057 (Fed. Cir. 1993).

Applicant argues on page 7, that **"The examiner states further that in Bezos only the orderer is associated with each of the multiple groups (see page 37, lines 20-21 of the Office Action)"**. However, the examiner wishes to point to paragraph 28 of Bezos which states "Alternatively, a single address book for a user containing the information for all possible recipients can be maintained. The user specifies a group by indicating some of the recipients whose addresses are in the address book. The use of address books facilitates, the maintaining of multiple groups that have one or more recipients in common" (Paragraph 28, lines 35-41). The examiner further wishes to state that it is clear that **Bezos's** method clearly has multiple groups with one or more recipients in common (see "the maintaining of multiple groups that have one or more recipients in common").

Applicant argues on page 7, that **"Therefore, the orderer must indicate some of the recipients to specify one of the multiple groups. The orderer cannot obtain information unless the orderer indicates some of its recipients. In clear contrast to this acknowledged disclosure in Bezos, amended claim 1 defines a combination including an address data storing unit, a first specification processing unit and a second specification processing unit. Therefore, in the combination by claim 1, there is no group requirement that the orderer must indicate some of the recipients to specify the orderer's group. The orderer can obtain destination address data of candidates for a recipient even when the orderer cannot specify the order's group"**. However, in response to applicant's argument that the references fail to show certain features of applicant's invention, it is noted that the features upon which applicant relies (i.e., "no group requirement that the orderer must indicate some of the recipients to specify the orderer's group") are not recited in the rejected claim(s). Although the claims are interpreted in light of the specification, limitations from the specification are not read into the claims. See *In re Van Geuns*, 988 F.2d 1181, 26 USPQ2d 1057 (Fed. Cir. 1993).

Conclusion

8. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

U.S. Patent 7,006,989 issued to **Bezos et al.** on 28 February 2006. The subject matter disclosed therein is pertinent to that of claims 1-11 (e.g., methods to provide, store, and receive address data for payers and receivers of goods).

U.S. PGPUB 2001/0049636 issued to **Hudda et al.** on 06 December 2001. The subject matter disclosed therein is pertinent to that of claims 1-11 (e.g., methods to provide, store, and receive address data for payers and receivers of goods).

U.S. Patent 6,493,742 issued to **Holland et al.** on 10 December 2002. The subject matter disclosed therein is pertinent to that of claims 1-11 (e.g., methods to provide, store, and receive address data for payers and receivers of goods).

U.S. Patent 6,609,106 issued to **Robertson** on 19 August 2003. The subject matter disclosed therein is pertinent to that of claims 1-11 (e.g., methods to provide, store, and receive address data for payers and receivers of goods).

U.S. Patent 7,013,292 issued to **Hsu** on 14 March 2006. The subject matter disclosed therein is pertinent to that of claims 1-11 (e.g., methods to provide, store, and receive address data for payers and receivers of goods).

U.S. PGPUB 2002/0111842 issued to **Miles** on 15 August 2002. The subject matter disclosed therein is pertinent to that of claims 1-11 (e.g., methods to provide, store, and receive address data for payers and receivers of goods).

U.S. PGPUB 2002/0032613 issued to **Buettgenbach et al.** on 14 March 2002. The subject matter disclosed therein is pertinent to that of claims 1-11 (e.g., methods to provide, store, and receive address data for payers and receivers of goods).

U.S. Patent 6,618,753 issued to **Holland et al.** on 09 September 2003. The subject matter disclosed therein is pertinent to that of claims 1-11 (e.g., methods to provide, store, and receive address data for payers and receivers of goods).

U.S. PGPUB 2005/0075925 issued to **Sash** on 07 April 2005. The subject matter disclosed therein is pertinent to that of claims 1-11 (e.g., methods to provide, store, and receive address data for payers and receivers of goods).

9. Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action. Accordingly, **THIS ACTION IS MADE FINAL**. See MPEP § 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the date of this final action.

Contact Information

10. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Mahesh Dwivedi whose telephone number is (571) 272-2731. The examiner can normally be reached on Monday to Friday 8:20 am – 4:40 pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Tim Vo can be reached (571) 272-3642. The fax number for the organization where this application or proceeding is assigned is (571) 273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).


TIM VO
SUPERVISORY PATENT EXAMINER
TECHNOLOGY CENTER 2100

Mahesh Dwivedi
Patent Examiner
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A handwritten signature in black ink, appearing to be 'MJD' with a long, sweeping diagonal stroke extending upwards and to the right.

August 23, 2007